

# Banner Ads & Pop-Ups

By Bob Brolhorst

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Many of us have had unpleasant experiences when we visit some of these websites that use multi-popup windows or tons of ad banners! You just wonder why these website owners are forcing their potential customers away by implementing unwanted pop-ups!

Here are some thoughts if you should have pop-up ads on your website:

- 1) Use single pop-up window only once, not on every web-page. Too many pop-up windows will annoy your potential customers and eventually drive them away. I use one on my homepage for people that would like to subscribe to my free online newsletter and I have gotten good response through it.
- 2) If you do choose a pop-up window, make it small in size rather than a huge one. Visitors to my website can still see some of my content on my home page even after the pop-up window has appeared. You also want to make it easy for your visitors to close the pop-up window.
- 3) You have a choice as to whether you want the pop-up window displayed when visitors arrive or when they exit your website.
- 4) Only use a pop-up window when necessary, for instance you have a time-limited offer or special discount program. Avoid use pop-up windows to advertise other people's websites. Your visitors will get lost in the jungle of windows.

Check out the sites listed below to learn how to setup pop-up windows:

<http://www.javascriptmall.com/jsc/>

<http://www.echoecho.com/toolpopupgenerator.htm>

<http://www.popup-windows.com/>

Banner Ads

5) If you are using banner ads and buttons and want to display other ads, try to use small buttons. Do not display too many large banners on a single page. I am sure you have seen a site that places four or even five banners on a single page. I limit two banner ads at the most to any of my webpages. Remember that banner ads are graphical in nature and take longer for your webpages to load so keep them to a minimum when possible so your visitors will stay at your website instead of leaving after waiting over 1 minute to load up.

Check out the websites below to create your own banner ads and save money:

<http://www.coder.com/creations/banner/>

<http://www.mediabuilder.com/index.html>

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